



## PRACTICAL GUIDE

# Expression of Interest Campaigns

How EOI campaigns differ from auctions and private sales, and how to structure a winning submission.

## How EOI campaigns work

- Selling agent invites written offers by a closing date (typically 21 to 28 days).
- Each buyer submits offer with terms (price, deposit, settlement, conditions).
- Vendor reviews; may accept, counter, or call best-and-final round.
- No public auction, no transparent pricing.

## When EOI suits a vendor

- High-end properties where auction would be intrusive.
- Unique homes where comparable sales are weak.
- Estate sales, deceased estates, separation sales.

## Buyer strategy

- Don't show all cards in first offer; leave room to negotiate after EOI closes.
- Make terms compelling beyond price (settlement, deposit, conditions).
- Pitch a price 5% to 10% below your true ceiling.
- Build a relationship with the agent; EOI is less transparent than auction.

## Risks

- Lack of transparency means you may overpay vs auction value.
- Vendor can shop your offer to other buyers.
- Best-and-final round may force you above intended ceiling.

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